

Module Documentation

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1. Preface

1.1. About this module

Millions of people use Pinterest. Why? This sentence describes it well enough: "Pinterest is a tool for collecting and organizing things you love." So if you ask yourself why to use this extension, the answer is simple - let people collect products from your store on their boards so their friends could see them, like them and finally buy them! Our module is ready to meet Rich Pins requirements from Pinterest and share price, currency, product name and product image. However, those are just basic options that are required to add Pins. We went further even further in delivering better experience to you and your customers. With this extension, you will have the ability to enable additional information to be sent to Pinterest, such as your site name and the URL to let people know about your store. If that's not enough to convince you to buy our plugin, we also added sharing product description and product availability! Of course you can configure the extension to suit your needs.

Another advantage is that it will not only generate a button for you automatically to fit into your product pages, but it will let you use your own button as well. You can place it wherever you need by adding a simple snippet into your template. If you already have a Pinterest button on your pages, our extension will seamlessly integrate with it, too. You just need to let it know that you already have one in the configuration. So get ready to get more traffic back to your site after installing Pinterest Rich Product Pins!

1.2. Requirements

- PHP version 5.2.0 or higher
- Magento Community version 1.5+ or Magento Enterprise 1.10+

2. Manual Module Installation

Clear the store cache under var/cache and all cookies for your store domain. Disable compilation for Magento 1.5+. This step eliminates almost all potential problems. It's necessary since Magento uses cache heavily.

2.1. Backup Your Data

Backup your store database and web directory

2.2. Download and Extract

Download and unzip extension contents on your computer and navigate inside the extracted folder.

2.3. Upload files

Step 1

Navigate inside **step 1** directory. Using your FTP client upload content of step1 directory to your store root.

Step 2

Navigate inside **step 2** directory and upload its content to your store root.

3. Features

Using Pinterest Rich Product Pins, you will be able to:

- share products that you like on Pinterest including a Rich Pins feature (Product and Category pages)
- extend your existing social media extensions with Rich Pins
- decide what product information should be shared
- use oEmbed method (admin can choose what method should be used: Open Graph Tags or oEmbed) or Open Graph Tags

4. Changelog

Version number : 1.1.0

- added oEmbed method (admin can choose what method should be used: Open Graph Tags or oEmbed)
- added support for works with simple, virtual, downloadable, configurable and grouped products

- added support for promotions and special prices
- added ability to show pinit button on category page
- improved code quality

Version number : 1.0.0

- First stable version of the extension.

5. Additional Information for Developers

This module doesn't use any rewrites.

6. How to Use

6.1 Module Configuration

Module configuration can be found under System -> Configuration -> CREATIVITY CORP.
-> Pinterest Rich Product Pins

Pinterest Rich Product Pins

General Settings		
Enabled	Yes ▼	[STORE VIEW]
Method	oEmbed ▼	[STORE VIEW]
I already have Pin It button on the product page	No ▼	[STORE VIEW]
Generate Pin It button on the product page automatically	Yes ▼ <small>▲ If this option is set to "No", Pinterest button should be added into the template manually.</small>	[STORE VIEW]
Share Site Name	Yes ▼	[STORE VIEW]
Share URL	Yes ▼	[STORE VIEW]
Share Product Description	Yes ▼	[STORE VIEW]
Share Stock Availability	Yes ▼	[STORE VIEW]

Enabled - Enable/Disable extension

Method - determines which method is to be used (oEmbed or Open Graph Tags)

I already have Pin It button on the product page - Select "Yes" only if you already have a social media sharing extensions that allows you to share your products on pinterest.

Generate Pin It button automatically - If you want to generate Pin It button automatically select “Yes”, if you want to place the Pinterest button manually you’ll have to paste following code :

```
<?php echo $this->getChildHtml('pinterest.button'); ?>  
in desired place in app/design/frontend/{your package name}/{your theme  
name}/template/catalog/product/view.phtml
```

Share Site Name - Enable/Disable sharing site/store name

Share URL - Enable/Disable sharing site/store name

Share Product Description - Enable/Disable sharing product description

Share Stock Availability - Enable/Disable sharing stock availability

6.2 Adding Pin it button to Category Page

To make Pin it button visible on your Category Page, you will have to add a piece of code in app/design/frontend/**YOUR PACKAGE NAME/YOUR THEME NAME**/catalog/product/list.phtml file.

Code to add :

```
<?php echo Mage::helper('richpins')->displayPinterestButton($_product); ?>
```

- for Grid Mode view add above piece of code right below :

```
<?php echo $this->getPriceHtml($_product, true) ?>
```

- for List Mode view add above piece of code right below :

```
<?php else: ?>  
    <p class="availability out-of-stock"><span><?php echo $this->__('Out of stock') ?></span></p>  
<?php endif; ?>
```

6.3 How To Apply

To make use of a Rich Pins you will have to validate them first by providing any of your product URL (instruction how to prepare the correct URL is shown below) under

http://developers.pinterest.com/rich_pins/validator/.

To generate a sample product endpoint URL you have to have the oEmbed method configured in Rich Pins configuration, then go to the front-end (to any product page) and follow these instructions:

Take an URL from any of your products (one product is enough and you only have to do this once) e.g. <http://yourdomain.com/category/product.html>

Insert “**rich-pins/oembed?url=**” between the domain name and the product url itself, for example:

<http://yourdomain.com/rich-pins/oembed?url=category/product.html>

Now paste in the validator and press Validate:

http://yourdomain.com/rich-pins/oembed?url=category/product.html	Validate
---	--------------------------

Once your rich pins are validated, click on a “Apply Now” link to get them approved

✔ Your pin's been validated! [Apply now.](#)

and select oEmbed as a Default Format.

Apply to enable your rich pins ✕

Website Domain

Data Format HTML Tags oEmbed Shopify

[Apply Now](#)

For more information go to http://developers.pinterest.com/rich_pins/ and check “How to apply for Rich Pins” section or contact us directly magento@creativity.com - we will be more than happy to assist you!